

Callers Counseled in Spanish

Quit Line Data Summary

July 1 - December 31, 2004

	<u>Span. Speak</u>	<u>State</u>
Number of Calls to Quit Line	N = 50	N = 6,751
Percent of Statewide Calls	0.7%	100.0%
Percent of State Population in County¹	NA	100.0%

	<u>Span. Speak %</u>	<u>State %</u>
Gender	N = 34	N = 5,935
Female	38.2%	64.9%
Male	61.8%	35.1%
Race/Ethnicity	N = 33	N = 4,960
Hispanic	97.0%	6.4%
Age	N = 31	N = 5,562
Less than 18 years old	0.0%	1.6%
18 - 24 years old	9.7%	14.2%
25 - 34 years old	45.2%	23.3%
35 - 44 years old	35.5%	26.2%
45 years and older	9.7%	34.8%
Education	N = 29	N = 5,242
Did not graduate high school	37.9%	21.0%
High school graduate	41.4%	34.9%
Some college/vocational school	20.7%	33.4%
College graduate	0.0%	10.6%
Caller Type	N = 34	N = 6,213
General Information	2.9%	9.9%
Health care provider	0.0%	4.3%
Tobacco user	97.1%	85.8%
Payer Type	N = 24	N = 4,135
Insured	33.3%	35.4%
Uninsured	54.2%	27.8%
Medicaid	12.5%	36.8%
Heard About	N = 29	N = 4,820
Past caller	6.9%	17.0%
Employer/worksites	0.0%	1.0%
Health care provider	27.6%	30.2%
Television	3.4%	9.1%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	31.0%	1.3%
Newspaper/Magazine	3.4%	1.4%
Brochure/Newsletter	17.2%	6.1%
Family or friend	6.9%	25.8%
Health Department	3.4%	4.9%
School	0.0%	0.7%